

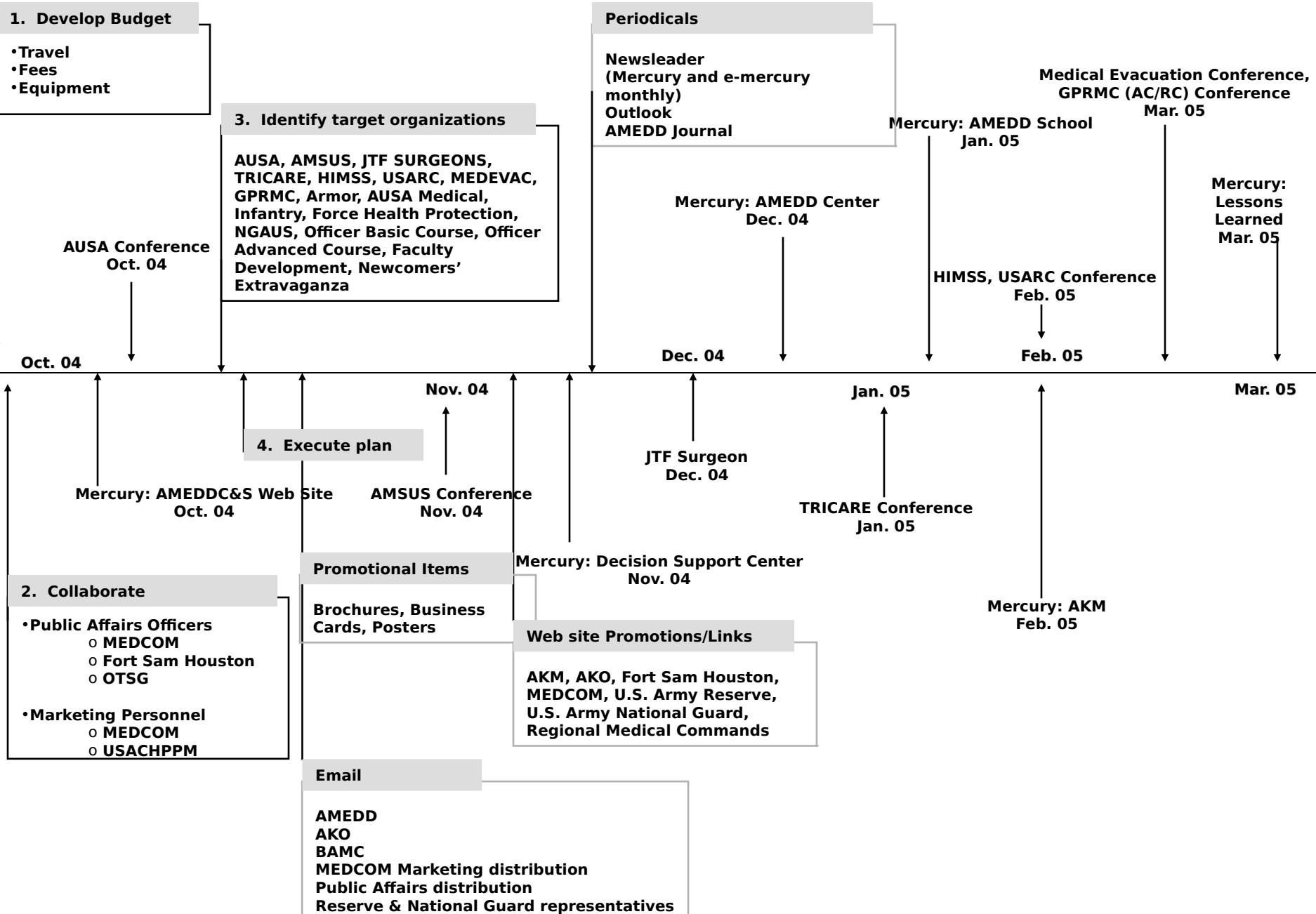
# **AMEDDC&S Marketing Pla**

# AMEDDC&S Marketing Plan

<u>Background</u>	<u>Objectives</u>	<u>Methodology</u>
<p><b>Reference:</b> <b>Memorandum from Chief of Staff: Marketing the AMEDDC&amp;S, January 2004</b></p> <p><b>Vision:</b> <b>Effective marketing plan to educate military and civilians regarding AMEDD story and resources</b></p> <p><b>Mission:</b> <b>Educate Army and Joint community regarding AMEDDC&amp;S support, to include:</b></p> <ul style="list-style-type: none"><li>-Military (past/ present)</li><li>-Families of military</li><li>-Allies</li><li>-Enemies</li><li>-Refugees</li><li>-Disaster victims</li></ul>	<p><b>Focus on:</b></p> <ol style="list-style-type: none"><li><b>1. AMEDDC&amp;S functions, services, and capabilities.</b></li><li><b>2. Skills that keep military forces and families healthy and ready to return to serve the Nation.</b></li><li><b>3. Worldwide applications to reduce mortality and morbidity and promote health.</b></li><li><b>4. Sequential demonstration of individual aspects (serial approach).</b></li><li><b>5. Knowledge Management presence using internet-based collaborative technologies and consultative support.</b></li></ol>	<ol style="list-style-type: none"><li><b>1. AMEDDC&amp;S website</b><ul style="list-style-type: none"><li>•Established 15 Mar 04</li><li>•Announcements to AKO subscribers, AMEDD global network, web sites, newspapers, etc.</li></ul></li><li><b>2. AKM website</b><ul style="list-style-type: none"><li>•Effective 15 Aug 04</li><li>•Connecting to key assets and reach-back capability</li><li>•Ease of navigation</li></ul></li><li><b>3. Multimedia exhibits</b><ul style="list-style-type: none"><li>•Tailored to theme of conference</li><li>•Representing appropriate AMEDDC&amp;S agencies</li></ul></li><li><b>4. Briefings</b><ul style="list-style-type: none"><li>•AMEDD Officer Advanced and Basic Courses</li><li>•Faculty Development</li><li>•Newcomers' Extravaganza</li><li>•Proponent level conferences</li></ul></li><li><b>5. Marketing committee</b><ul style="list-style-type: none"><li>•AMEDDC&amp;S directorates</li><li>•Experts in disciplines</li></ul></li></ol>

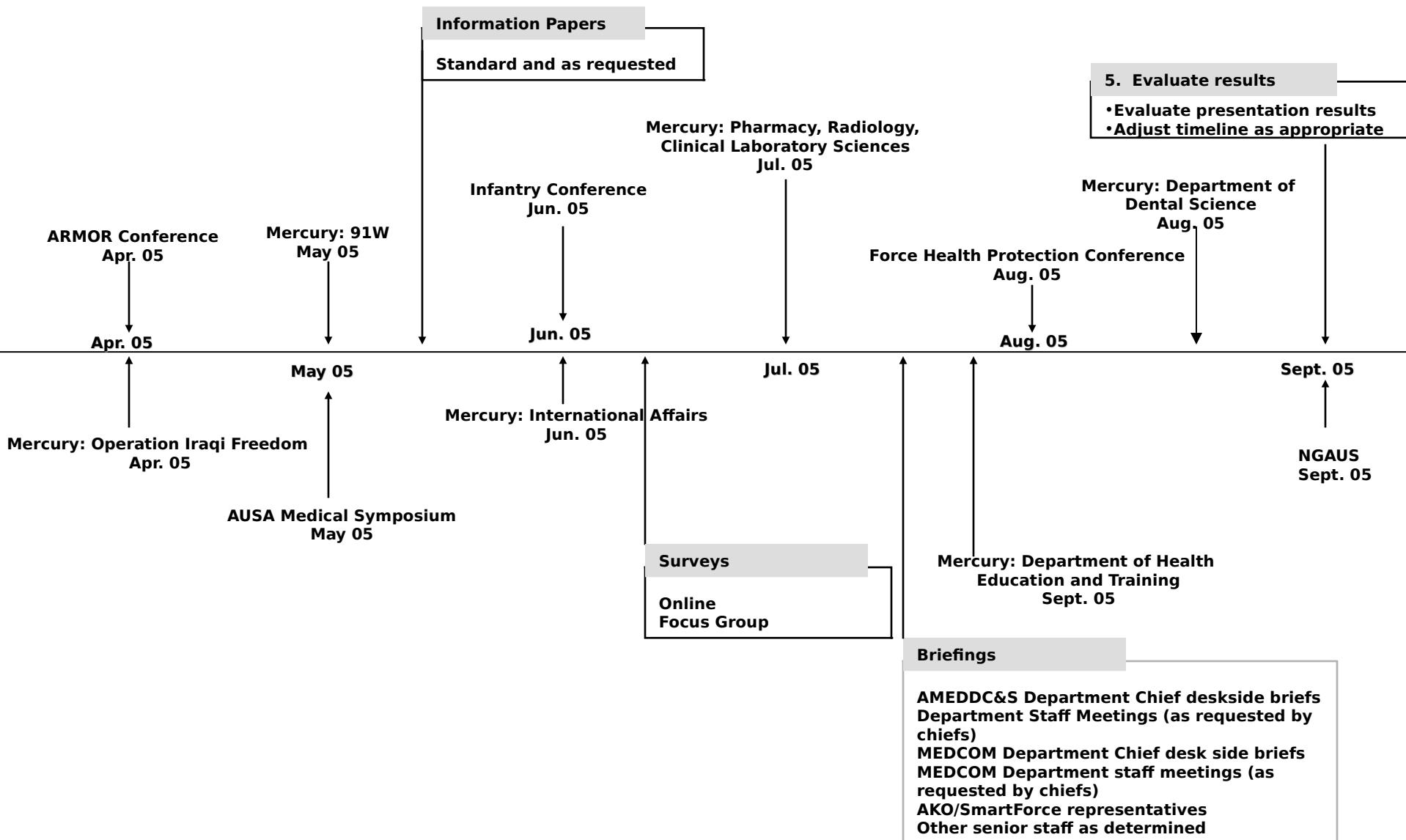
# AMEDDC&S Marketing Strategies/Timeline

FY 05 - 1<sup>st</sup> and 2<sup>nd</sup> Quarter



# AMEDDC&S Marketing Strategies/Timeline... Continued

FY 05 - 3<sup>rd</sup> and 4<sup>th</sup> Quarter



# AMEDDC&S Marketing Strategies/Timeline

FY 06 - 1<sup>st</sup> and 2<sup>nd</sup> Quarter

## 1. Develop Budget

- Travel
- Fees
- Equipment

AUSA Conference  
Oct. 05

## 3. Identify target organizations

AUSA, AMSUS, JTF SURGEONS,  
TRICARE, HIMSS, USARC, MEDEVAC,  
GPRMC, Armor, AUSA Medical,  
Infantry, Force Health Protection,  
NGAUS, Officer Basic Course, Officer  
Advanced Course, Faculty  
Development, Newcomers'  
Extravaganza

Oct. 05

## Periodicals

Newsletter  
(Mercury and e-mercury  
monthly)  
Outlook  
AMEDD Journal

Mercury: Preventive Health Services  
Jan. 06

Medical Evacuation Conference,  
GPRMC (AC/RC) Conference  
Mar. 06

Mercury: Nursing Science  
Dec. 05

Mercury: Digital Education  
and Simulations  
Mar. 06

## 2. Collaborate

- Public Affairs Officers
  - MEDCOM
  - Fort Sam Houston
  - OTSG
- Marketing Personnel
  - MEDCOM
  - USACHPPM

Mercury: Baylor University Graduate  
Oct. 05

## 4. Execute plan

Nov. 05

## Promotional Items

Brochures, Business  
Cards, Posters

JTF Surgeon  
Dec. 05

Mercury: Medical Sciences  
Nov. 05

Jan. 06

TRICARE Conference  
Jan. 06

Mar. 06

Mercury: Academic Support and  
Quality Assurance  
Feb. 06

## Email

AMEDD  
AKO  
BAMC  
MEDCOM Marketing distribution  
Public Affairs distribution  
Reserve & National Guard representatives

Mercury: Preventive Health Services  
Jan. 06

HIMSS, USARC Conference  
Feb. 05

Feb. 06

# AMEDDC&S Marketing Strategies/Timeline... Continued

FY 06 - 3<sup>rd</sup> and 4<sup>th</sup> Quarter

